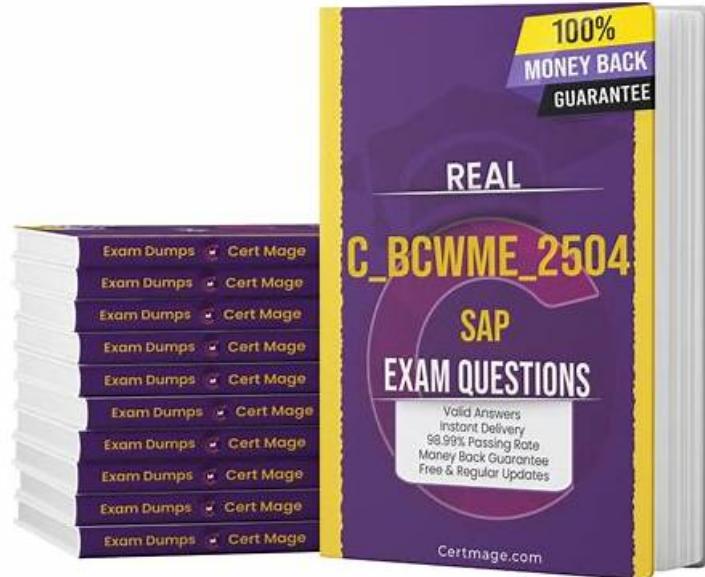


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
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Topic 1	<ul style="list-style-type: none"> Discovering the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the core understanding of WalkMe's platform, its primary features, and the problems it solves. Candidates are assessed on their ability to identify customer pain points and match them with WalkMe's digital adoption capabilities. It emphasizes foundational product knowledge and discovery techniques that align customer needs with potential WalkMe benefits.
Topic 2	<ul style="list-style-type: none"> Positioning the WalkMe Solution: This section of the exam evaluates Digital Adoption Consultants and focuses on crafting compelling value propositions. It explores how to position WalkMe's unique selling points across industries and use cases. Emphasis is placed on aligning the solution with business goals, demonstrating ROI, and addressing competitive differentiators when presenting WalkMe to stakeholders.
Topic 3	<ul style="list-style-type: none"> Selling the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the full selling cycle, including objection handling, negotiation, and closing strategies. It tests how well candidates can tailor their sales pitch, manage customer relationships, and use WalkMe success stories to support their case. This part highlights practical approaches for converting leads into long-term partnerships using a consultative sales model.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q23-Q28):

NEW QUESTION # 23

Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

- A. To replace outdated hardware systems with modern alternatives
- B. To automate payroll and HR processes for efficiency
- C. To improve user adoption and ensure maximum ROI on technology investments**
- D. To reduce the need for IT support during software rollouts

Answer: C

NEW QUESTION # 24

What are WalkMe's strengths compared to competitors? Note: There are 3 correct answers to this question.

- A. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities**
- B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI**
- C. WalkMe is purpose-built for exclusive use on specific applications
- D. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology**
- E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category

Answer: A,B,D

NEW QUESTION # 25

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Activation SKU**
- B. WalkMe Shield
- C. Digital Experience Analytics
- D. Time & Materials Engagement

Answer: A

NEW QUESTION # 26

What is the role of the WalkMe snippet in the deployment process?

- A. It secures user data through encryption
- B. It enables WalkMe content to be displayed over applications**

- C. It ensures compatibility with all versions of application software
- D. It customizes content for each user group

Answer: B

Explanation:

The primary role of the WalkMe snippet in the deployment process is:

B . It enables WalkMe content to be displayed over applications

Why this is correct

WalkMe's snippet is a small JavaScript snippet that's added to the application's codebase. It functions as the core mechanism that:

- * Loads and overlays WalkMe guidance (like Smart Walk-Thrus, tooltips, menus) onto target applications
- * Differentiates between Test and Production environments-only injected when appropriate-so content is shown in the correct setting.

Without the snippet, WalkMe content built in the Editor would not render within the application UI.

Why the other options are incorrect

- * A. Ensuring compatibility with all versions of application software

While snippet compatibility is important, its core function isn't version matching-it's content delivery.

- * C. Securing user data through encryption

Security and encryption are managed via WalkMe's backend, CDN delivery, and network infrastructure- not the snippet itself.

- * D. Customizing content for each user group

Segmentation and content targeting are handled by WalkMe's configuration (Conditions/Segments), not by the snippet.

Final Answer

B . It enables WalkMe content to be displayed over applications.

NEW QUESTION # 27

What is one of WalkMe's differentiators when compared to other Digital Adoption Platforms (DAP)?

- A. Exclusive focus on customer experience workflows
- B. Offering a combination of guidance tools and actionable analytics
- C. Ability to operate without integrating into other software
- D. Limited scalability for smaller businesses

Answer: B

NEW QUESTION # 28

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